

## METHOD AND SYSTEM FOR HANDHELD SHOPPING ASSISTANT

5

### ABSTRACT OF THE DISCLOSURE

A method and system for a handheld recommendation assistant are presented. Product information of a product is read from a product tag by a handheld device. Consumer information is retrieved through a connection to a consumer information storage device. The consumer information is associated with the product and is retrieved based on the product information. Personal information of the user that is relevant to at least one aspect of the product is also acquired. Accordingly, a product recommendation is generated based on the personal information and the consumer information.

10